



# LOGO DESIGN SURVEY RESULTS

A five-question survey was shared with King George residents via Survey Monkey on May 11 at 5 p.m. The survey closed at 5 p.m. on May 18.

4,979 KGALERT subscribers

395 website subscribers

shared via social media

7 days to respond

5 survey questions

295 survey participants

## WHAT ABOUT THE SEAL?

A seal is coat of arms, or other emblem, used by government agencies, corporations and notaries public to show that the document is validly executed, acknowledged, or witnessed. Historically, seals were made of melted wax and dried clay (think of stamped wax to seal an envelope).

The King George County seal, which adorns the coat of arms of King George I of Great Britain in its center, will continue to be used as a formal representation of King George County, Virginia, for the validation of such documentation.



## WHY A LOGO?

As design and communication needs evolved from a seal stamped in wax, the logo began to emerge as a way to signal not just the authenticity of an organization, but what the organization represents in the present and what it aspires to be in the future. A logo is a graphic design that identifies the source of the information or product, but it also acts as a visual representation of the organization's identity to convey its personality and tone.

King George County is developing a logo to represent the community and its residents, which is what the results of this survey will inspire.

# SURVEY QUESTIONS

- 1 What unique features represent King George County to you?
- 2 What characteristics define King George County's community?
- 3 Describe what King George County means to you.
- 4 In a short phrase (ten words or less), how would you describe King George County to a friend who had never visited?
- 5 What is your favorite place to visit in King George County?

## HOW WAS THE SURVEY ANALYZED?

Since the survey was collected via open-ended responses, data was reviewed by staff and similarities were identified among the responses. These themes became categories, which are represented in the results page.

The fourth question in the survey is not on the results page, as it will be used to inspire a tagline, so there were no themes identified and no categories made to quantify the qualitative data collected.

The "not applicable" category, or "N/A," represents responses that either did not answer the question or did not fit into a definable category.

Though 295 participants filled out the survey, not every participant responded to each question. Additionally, each question had many responses that met multiple categories.

## WHAT NOW?

These results will be utilized to create a logo for King George County.

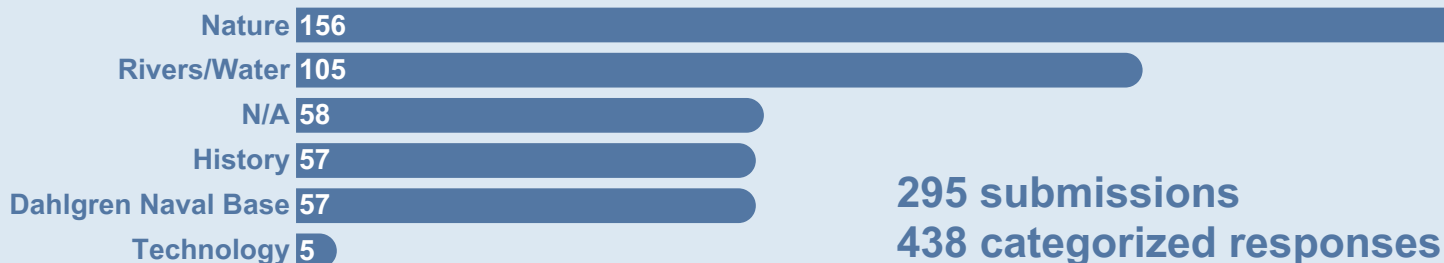
Two logos will be developed, and another survey will be shared around late summer or early fall for the public to vote on their favorite logo, as well as vote between a handful of taglines.

So follow King George County on social media to stay up to date on the process!

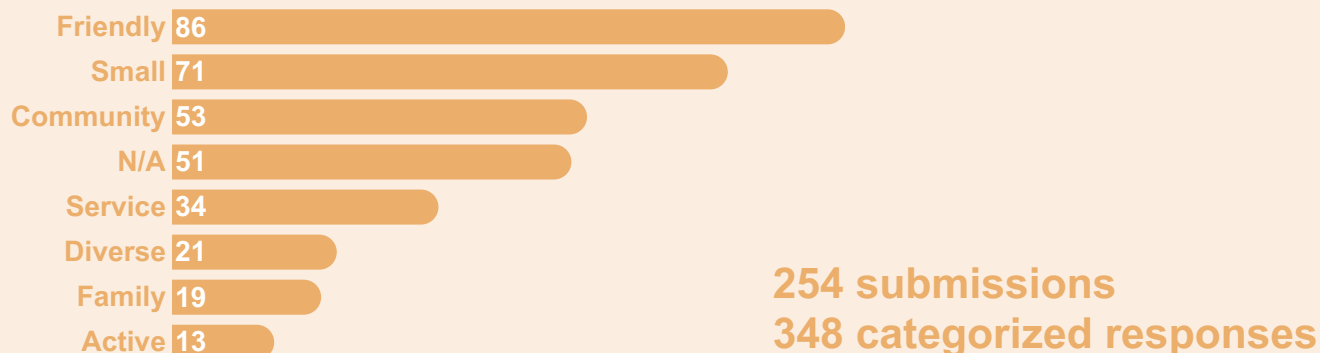
# SUMMARY OF RESULTS

See previous page for description on how the results were analyzed.

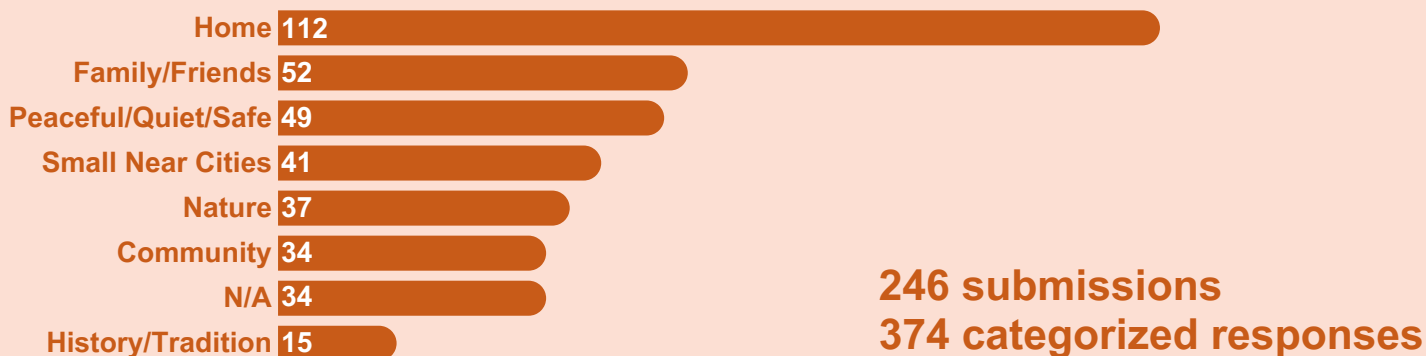
## WHAT UNIQUE FEATURES REPRESENT KING GEORGE COUNTY TO YOU?



## WHAT CHARACTERISTICS DEFINE KING GEORGE COUNTY'S COMMUNITY?



## DESCRIBE WHAT KING GEORGE COUNTY MEANS TO YOU.



## WHAT IS YOUR FAVORITE PLACE TO VISIT IN KING GEORGE COUNTY?

